

College of Design

Accreditation Process

Review

Education and Student Affairs

Committee

Iowa Board of Regents

Accreditation

I. Overview of Programs Accredited

- Size, scope & demographics
- Graduate success and employment
- Prior accreditation history

Size, Scope & Demographics

College of Design

- **Graphic Design**

- Bachelor of Fine Arts, Graphic Design (4 years, 368 enrolled)
- Master of Arts, Environmental Graphic Design (2 years, 3 enrolled)
- Master of Arts, Graphic Design (2 years, 10 enrolled)
- Master of Fine Arts, Graphic Design (3 years, 21 enrolled)

- **Industrial Design**

- Bachelor of Industrial Design: *Plan Approval* (4 years, 88 enrolled)
- Master of Industrial Design: *Plan Approval* (3 years, 11 enrolled)

Size, Scope & Demographics

College of Design

- **Integrated Studio Arts**

- Bachelor of Arts, Art and Visual Culture (4 years, 28 enrolled)
- Bachelor of Arts, Visual Culture Studies (4 years, 11 enrolled)
- Bachelor of Fine Arts, Integrated Studio Arts (4 years, 115 enrolled)
- Master of Fine Arts, Integrated Visual Arts (3 years, 22 enrolled)

- **Interior Design**

- Bachelor of Fine Arts, Interior Design (4 years, 188 enrolled))
- Master of Arts, Interior Design (2 years, 14 enrolled)
- Master of Fine Arts, Interior Design (3 years, 7 enrolled)

Size, Scope & Demographics

College of Human Sciences

- **Apparel, Merchandising, Design**
 - Bachelor of Science, Creative, Technical Design (4 years, 437 enrolled)
 - Master of Science, Apparel Design/History (2 years minimum, 18 enrolled)

College of Liberal Arts and Sciences

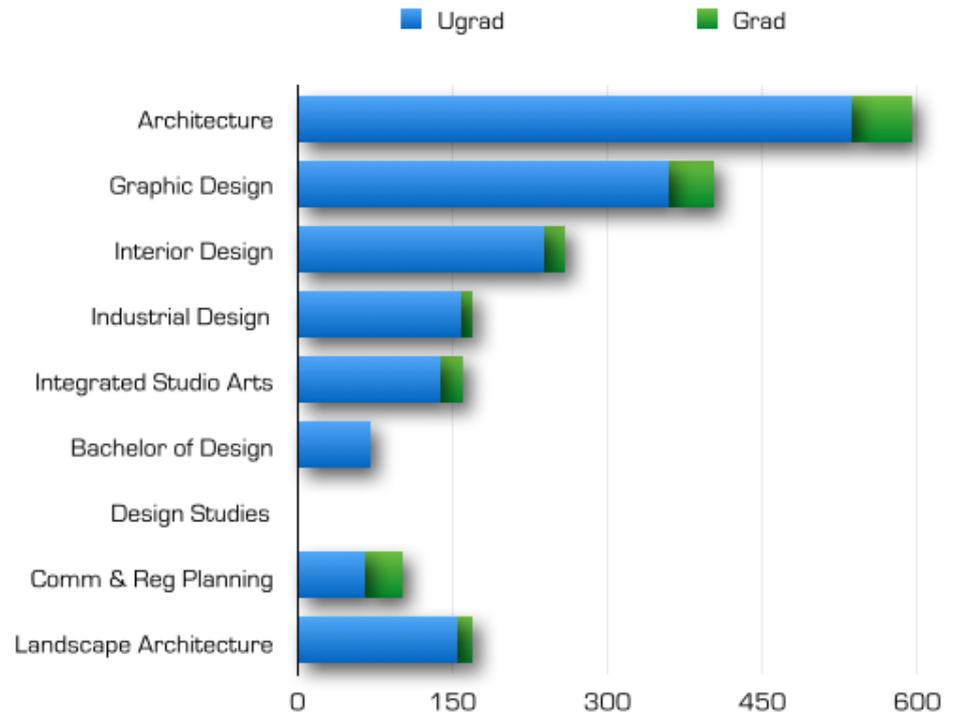
- **Cross Disciplinary Studies***
 - Bachelor of Arts, Biological/Pre-Medical Illustration (4 years, 65 enrolled)

*Faculty in botany, zoology/genetics, EEOB and integrated studio arts teach in the program

COLLEGE OF DESIGN

Enrollment by Department
Fall 2013

	Ugrad	Grad	Total
Architecture	537	58	595
Graphic Design	360	43	403
Interior Design	239	20	259
Industrial Design	158	12	170
Integrated Studio Arts	138	22	160
Bachelor of Design	70		70
Comm & Reg Planning	66	36	102
Landscape Architecture	154	16	170
Total	1722	207	1929



COLLEGE OF DESIGN

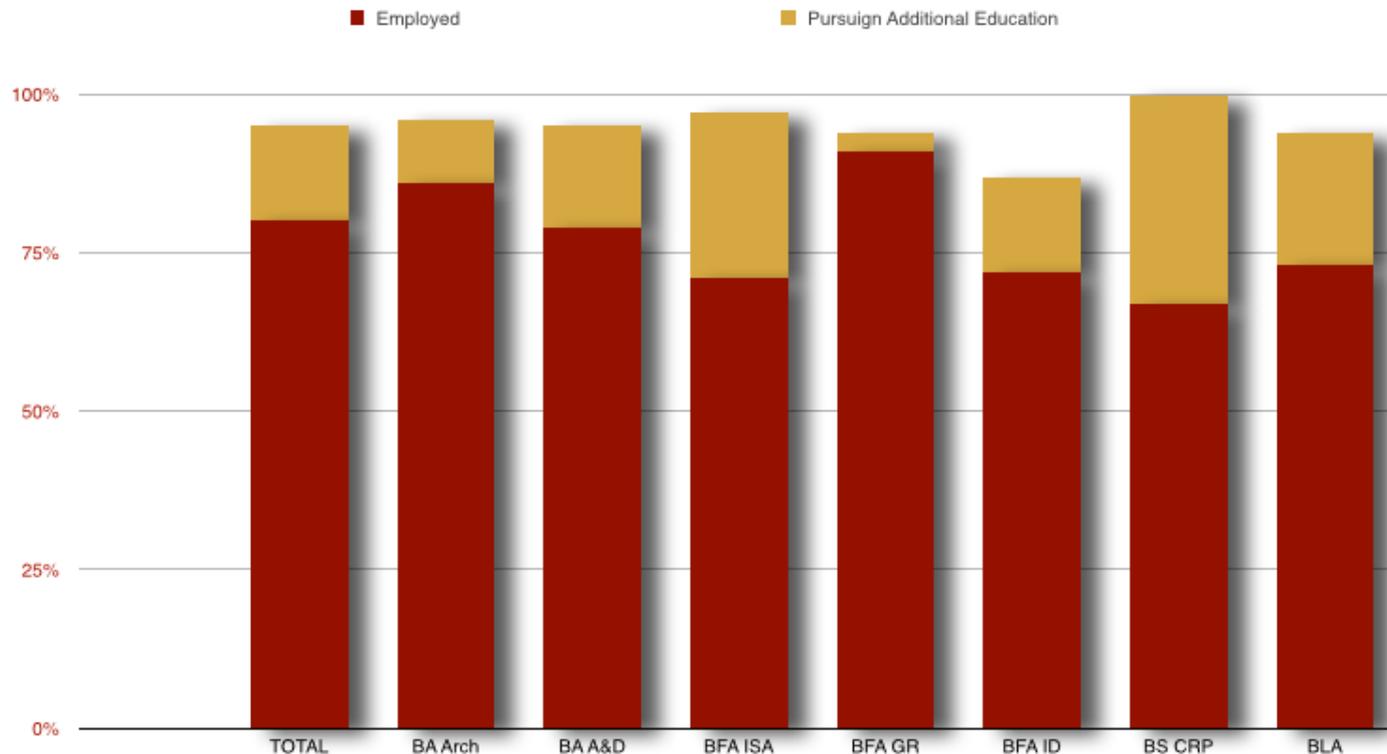
POST-GRADUATION STUDENT PLACEMENT

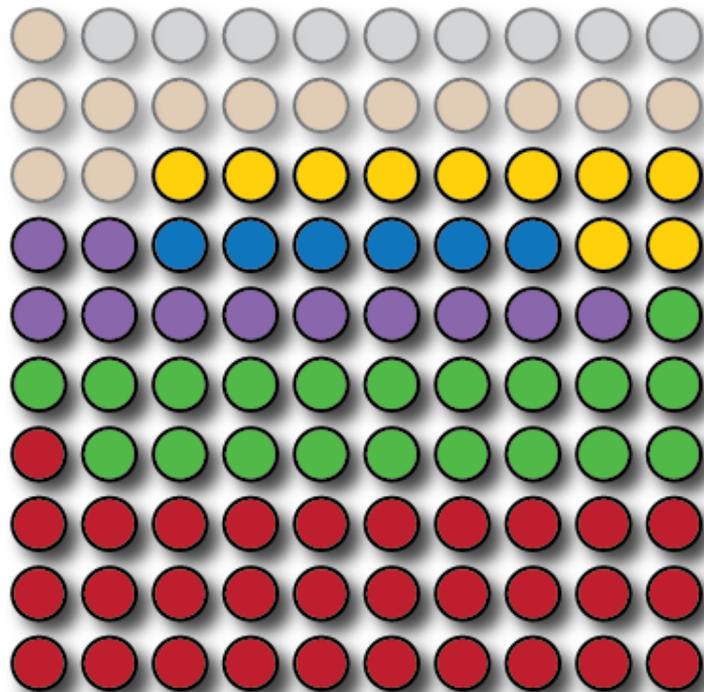
FY12

	TOTAL	BA Arch	BA A&D	BFA ISA	BFA GR	BFA ID	BS CRP	BLA
EMPLOYED, CONTINUING EDUCATION	94%	97%	95%	97%	94%	87%	100%	94%
*EMPLOYED	80%	86%	79%	71%	91%	72%	67%	73%
PURSUING ADDITIONAL EDUCATION	15%	10%	16%	26%	3%	15%	33%	21%

* INCLUDES: all employment, including part-time , non-professional, and some temporary positions. May

include internships with possibility to continue. Number of students in this category that are seeking different employment also shown in "still seeking"





Department	Faculty (FTE)	Accreditation Agency
Architecture	36.12	NAAB
Graphic Design	13.50	NASAD
Industrial Design	7.60	NASAD
Integrated Studio Arts	24.05	NASAD
Interior Design	11.00	NASAD
Community and Regional Planning	10.33	PAB
Landscape Architecture	15.70	ASLA

Accreditation

II. Accreditation Process

- Accrediting body and characteristics
- Value to the programs and graduates
- Prior accreditation history
- Results
- Suggestions for improvement, response

Accrediting body and characteristics

- Formed in 1948 to develop and foster educational standards in schools of art and design; originally focused on new area of industrial design, later embraced all areas of the visual arts;
- National forum for the continuing review of these standards; annual conference for members to review and revise procedures and standards;
- Member institutions accountable for self-assessment (with criteria and guidelines set by NASAD) of the artistic and academic excellence of curriculums with more than 25% of content in design areas;
- Graduation from a NASAD accredited program is not a requirement for practice. This is different than Architecture, Landscape Architecture and Community and Regional Planning, among others, which require certification and/or registration in order to practice the discipline in most states. In those cases, graduation from an accredited professional program is a requirement for registration in most states.

Value to programs and graduates

- Benchmark our curriculums relative to national standards;
- Assessment tools developed and implemented;
- Means to quantify what are often qualitative outcomes;
- Participation across departments and programs enhances commonalities and distinctions.

Prior accreditation history

- Interior Design
 - Council for Interior Design Accreditation, CIDA (2012-15) (Required)
- Apparel, Merchandising, Design
 - American Apparel and Footwear Association (2011-16) (Required)
 - Accreditation Commission, Programs in Hospitality Administration (2008, Required)
- Biological/Pre-Medical Illustration
 - College of Liberal Arts and Sciences, mandated review for all cross-disciplinary programs (2007, Required)

Results

Current status:

- All degrees eligible received full accreditation for five years;
- Industrial Design (undergraduate and graduate) was not eligible at the time of the review because no students had graduated then, but was granted *Plan Approval*;
- The degree title Bachelor of Design and the content of the degree are innovations in the field and require further conversations regarding nomenclature. We are working with the NASAD Commission to address this issue.

Results

Next accreditation revue schedule:

- 2018-19 academic year. If successful, revues would take place at 10-year intervals.
- Annual submission of Higher Education Arts Data Surveys
- During year of review documentation presented per NASAD Handbook and guidelines; site visit by 3 – 5 members of a NASAD review team.

Suggestions for improvement, response

- NASAD identified these as areas for improvement:
 - Safety related to 3rd floor College of Design spray booth
 - **Action: Spray booth Closed**
 - registration into upper-level needed courses for ISA majors
 - **Action: scheduling has been adjusted, will continue to refine**
 - Studios, advising and promotional materials for the MFA in IVA need to be revised and improved
 - **Action: A Collegiate Programs Coordinator has been hired to advance recruitment initiatives, support articulation agreements and increase visibility of all College of Design Programs.**
 - **Action: Additional studio space at Design on Main has been designated.**
 - **Action: IVA students are expected to identify and work with a major professor and to develop their committee by the end of their second semester.**
 - Staffing and scheduling for College of Design Gallery
 - **Action: in the process of being addressed through reallocation of internal resources**